

## Appendix A

- \* Cora Daniels, "Kodak's Magic Marker," Fast Company, October 2008, pp.70-72.

"Kodak's Traceless technology addresses a problem that globalization is only going to make worse. "We're not going back to the days of one-room factories that companies can keep complete control over," says Ben Jones, a director of the Global Secure Summit, an annual brand-protection event." (p.70, col.3)

- \* Adam L. Penenberg, "Search and Co-Opt: PodZinger has a way out of the Web-video conundrum: Make piracy pay." Fast Company, May 2007, pp. 53-55.

"...PodZinger could force each and every YouTuber to watch a short commercial if they want to see the clip they asked for..." (p.54, col.2).

- \* Don Jeffrey Bloomberg, "Warner Music, YouTube cut music-video deal," USA Today, 19 September 2006, p.3B, cols. 1-4.

"...will use a content-identification and royalty-reporting system..." (col.3).

- \* Scott Gottlieb, "Ensuring the Safety of America's Drug Supply: Stopping Counterfeit Drugs," Vital Speeches of the Day, 72 (October 15, 2005), 16-19.

"...replacing the paperwork that now certifies the integrity of a pill with an electronic track and trace system that cannot be easily forged or forgotten....There's been considerable progress made in developing and deploying these sorts of technological tools...paper pedigrees...would not provide the same kinds of protections to electronic pedigrees, which would." (p.17, col.1)

- \* John R. Quain, "Putting A Lock On CDs: New antipiracy software affects listening options," U.S.News & World Report, 1 August 2005, p.66.

"...the idea is not to absolutely stop all copying — an impossible goal — but to create a "speed bump" that discourages people from making copies....Those speed bumps may prove to be a stop sign for one important group: the owners of more than 20 million iPods, which are incompatible with the antipiracy software. Already in love with just buying single songs at iTunes, they'll have one more reason to tune out CDs." (p.66, col.3)